



**Missouri Travel Barometer**  
**February 2017 Report**  
*(Data available as of 03/08/17)*

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

**February Report Highlights**

**Lodging Statistics: 2017 Calendar Year to Date through January**

According to Smith Travel Research, Missouri's statewide lodging average daily room rate and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in ADR and RevPAR while other states are showing stronger growth in Occupancy and Demand.

**Missouri Lodging:**

Demand down 1.5% -- Occupancy down 2.0% -- ADR up 4.6% -- RevPAR up 2.5%

**SIC Tourism business sales and tax collections: 2016 Calendar Year to Date through December**

- For FY17, a 1.1% (\$73.1 million) sales revenue increase is indicated by preliminary reports on 17 SICs for July-Dec
- For CYTD16, a 2.7% (\$343.6 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-Dec
- December 2016 saw a 1.4% (-\$16.1 million) sales revenue decrease compared to December 2015

**Website Visits: 2017 Calendar Year to Date through February**

- Total web visits (main site and mobile visits) were down 7.2% for CYTD 2017 (Jan-Feb) compared to CYTD 2016
- Total web visits (main site and mobile visits) were up 5.9% for FYTD 2017 (Jul-Feb) compared to FYTD 2016

**Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2017 Calendar Year to Date through February**

- Leads from website orders, lead gen, and phone calls were up 44% for Jan-Feb 2017 over Jan-Feb 2016
- When adding leads such as readers' service cards and all other sources combined, response counts were down 43% for Jan-Feb 2017 compared to Jan-Feb 2016. This is most likely directly related to advertising cuts due to budget withhold.

**Welcome Center visits: 2017 Calendar Year to date through February**

- For CYTD 2017 the centers are up 5.9% for January - February 2017 compared to the same period in 2016
- For the month of February alone, visits are up 4.1% for 2017 over 2016

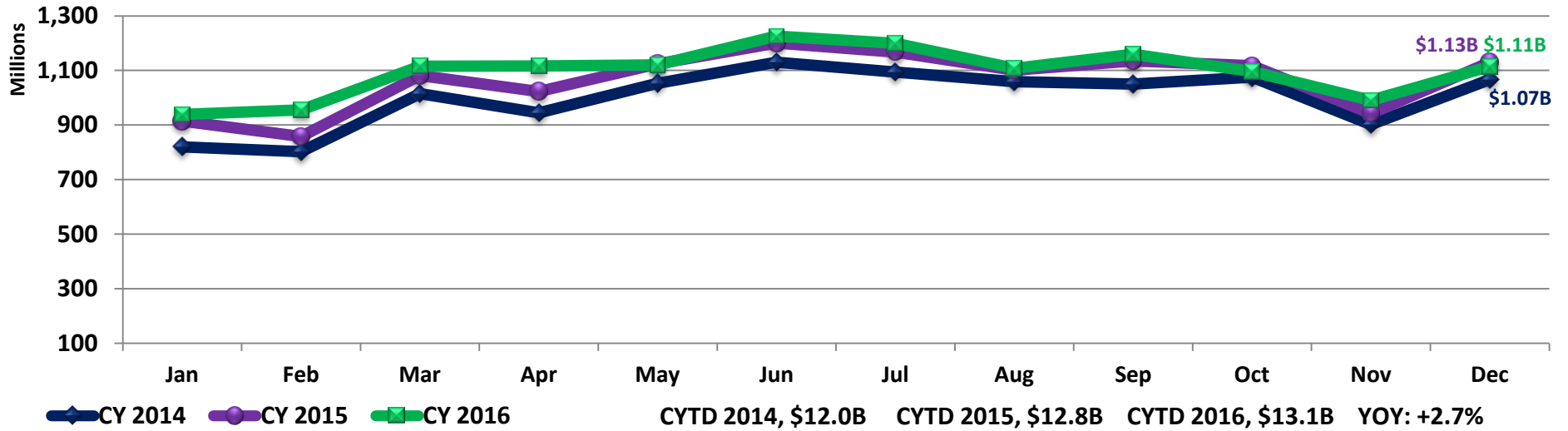
**Commercial airport deplanements: 2017 Calendar Year to Date**

- Springfield up 6.9% for January 2017 compared to the same period in 2016
- Kansas City up 2.3% for January 2017 compared to the same period in 2016
- Columbia up 0.3% for January 2017 compared to the same period in 2016

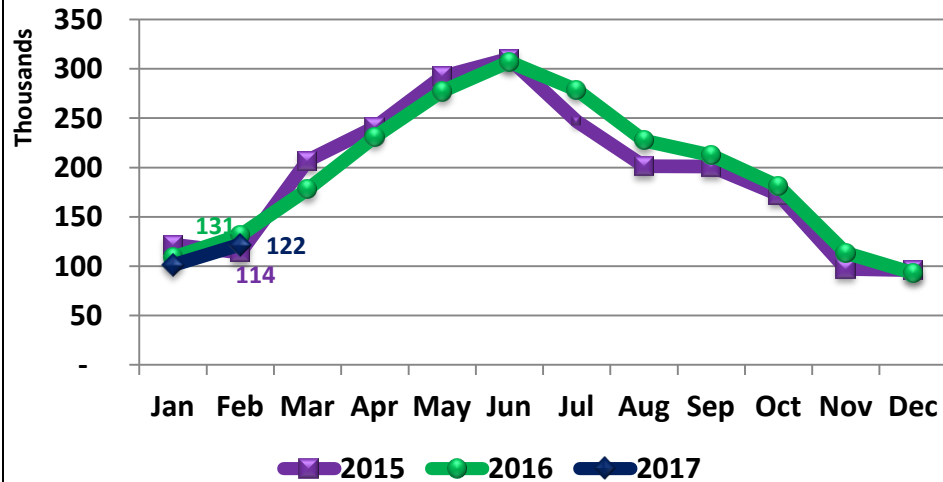
**International Visits to VisitMO.com: Website Activity 2017 Calendar Year to Date through February**

- For CYTD 2017, there have been 11,491 international visits to our website, up 69% from CYTD 2016
- Top countries viewing our website are 1. Canada, 2. United Kingdom, 3. India, 4. Germany, 5. Australia, 6. Brazil, 7. France, 8. Philippines 9. Netherlands and 10. Italy
- Top countries with YOY growth are Brazil up 28%, India up 28 %, Netherlands up 27%, Canada up 26%, Philippines up 22%, Italy up 17%, and U.K. up 8%.
- France down 35%, Germany down 29%, and Australia down 13%.

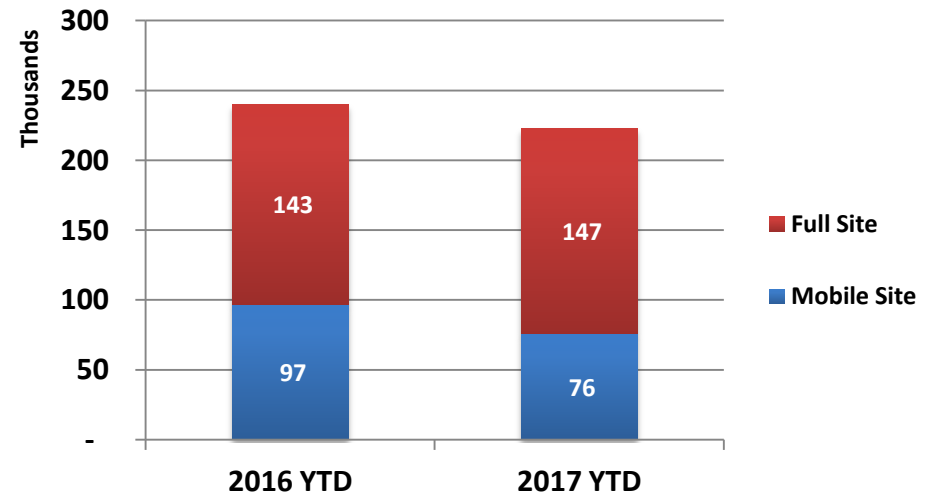
### Sales Revenue from 17 Tourism SICs



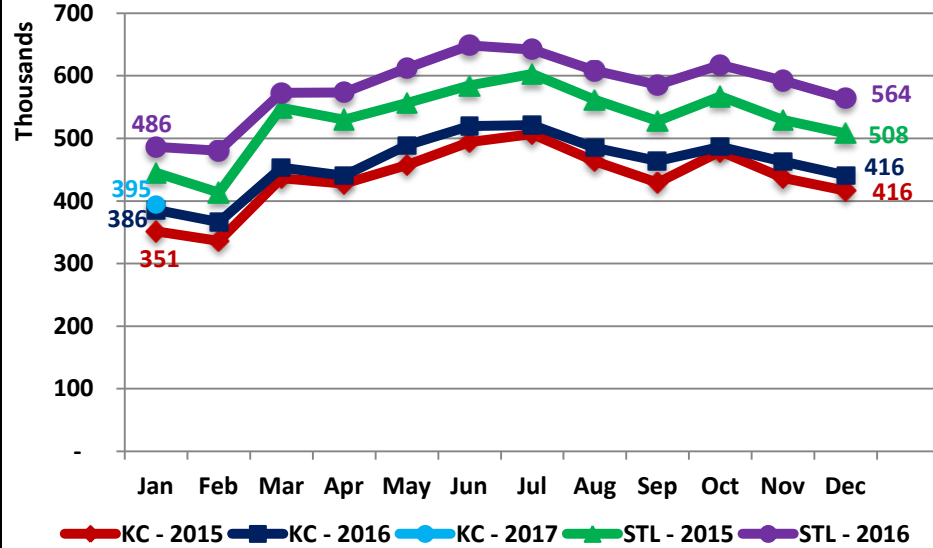
### Visits to VisitMO (Full & Mobile Sites) by Month



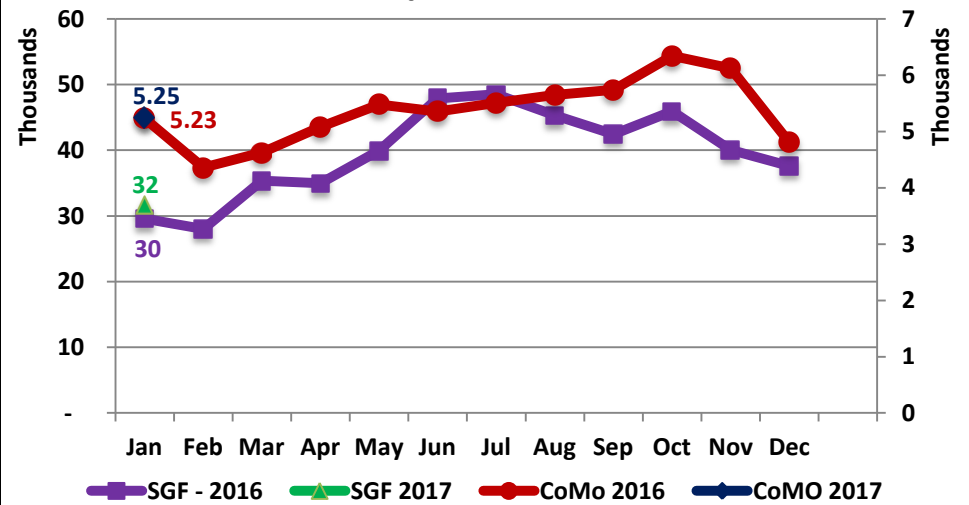
### YTD Visits to VisitMO by Site



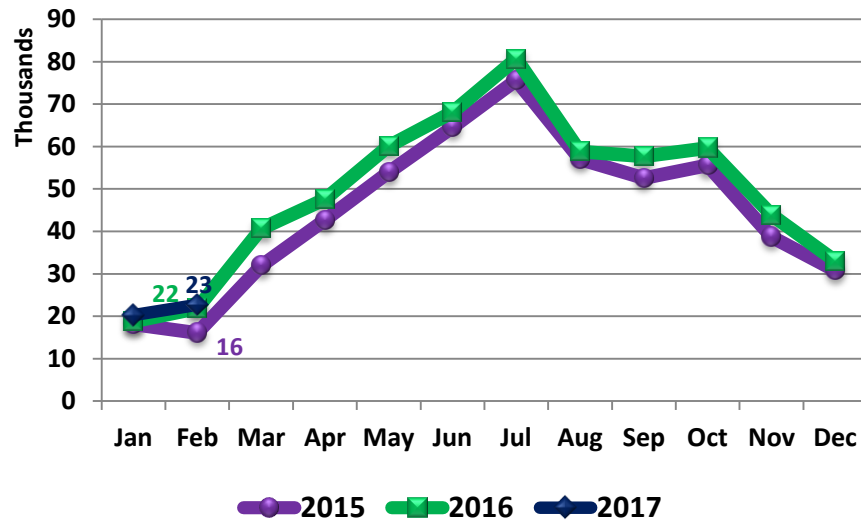
### KC & STL Airport Deplanements



### Springfield (L) & Columbia (R) Airport Deplanements



### Welcome Center Visitors



### 2017 CYTD Responses by Source Type

